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# Introducing

## TRUEHEDGE COLUMNBERRY

(*Berberis Thunbergii*) *Pluriflora Erecta*) A proved success

(U. S. Plant Patent No. 110.. Propagation Rights Reserved)



### The Plant of the Future

Brought out during the Nurserymen's Convention in New York, July, 1934, Truchedge Columnberry has already become the greatest plant introduction in more than a decade. So far over 250,000 plants have been sold. Customers have universally expressed satisfaction in every instance and results have surpassed all expectations.

### Boxwood Barberry

This term is appropriate because many people mistake Truehedge for Boxwood on account of its extremely formal shape and the dense glossy-green foliage so stunningly effective in varied uses.

### Foliage Effects . . . Fruits

Columnberry is decidedly more dense than common Japanese Barberry. In fact under natural untrimmed growth you cannot see into or through plants of Truehedge even when sizes as small as 9 to 12 inches are observed. The leaves are larger and thicker in appearance, deeper green, glossier and healthier, and they are distributed with density and evenness right to the ground. Fall coloring of Columnberry is richer and deeper than the shadings of common Barberry.

Berries are almost identical with those of the Japanese Barberry, but Columnberry is even more prolific with its striking scarlet fruits throughout the Fall and early Winter.

### Common Barberry

WHY consider this old-time, by-gone hedging—WHEN you may have Columnberry Hedging like this?  
Both are two-year-old average plants without trimming.

### New Truchedge Barberry



### Rust-Immune

I DENTIFIED in the latest revised list of *Berberis* and *Mahonia* classified under Black Stem Rust Quarantine Regulations by the United States Department of Agriculture, Bureau of Plant Quarantine, Dated November 1, 1935, this new variety (*Berberis Thunbergii pluriflora erecta*) is one of the six varieties of *Berberis* that are recognized as Rust-Immune and permits are not required for any interstate movement thereof under the regulations of the Black Stem Rust Quarantine, Revised

### Propagation Rights Reserved

The Truehedge Columnberry is protected by Plant Patent No. 110 under the U. S. Patent Laws. Asexual reproduction or disposition by sale, gift or otherwise, of scions, buds, or cuttings for such reproduction is prohibited unless license is previously obtained from the patent owners. Unauthorized reproduction, sale, or distribution of propagation material of this plant will subject the one engaging in the same to prosecution for infringement. For resale at Retail Only except under license from the patent owners.



**T**HIS PICTURE shows plants not even three years old. This first and only trimming made and photographed in June, 1935, as you see it here, took exactly thirty minutes.

To accomplish a formal hedge of the ordinary sprawling Barberry, recurring destructive trimming of fresh tip foliage, exposing ugly bare branches, is required over a period of three to four years. And the trouble has only commenced for the hedge immediately grows ragged and informal and

must be sheared about every three weeks at great labor and expense.

### Truehedge Ultimately Less Expensive

Columnberry saves expense because practically all the trimming required is simple infrequent clipping across the top of the hedge at the desired height.

### Hardiness — Vigor

No plant has such a wide range of use as the beautiful Columnberry. It is an especially welcome acquisition in the north, invaluable as accent plants and as hedges, in place of evergreens and Boxwood, where those items will not thrive because of conditions of severe weather, unsuitable soil, shade, exposure and other adverse elements. Columnberry has proven satisfactory under the most adverse conditions and has been tested at thirty degrees below zero without any injury whatsoever.

Truehedge has the further advantage of being much lower in price than these other plant aristocrats. It rapidly attains mature size, an all important characteristic sadly lacking with other items.

Read the following letter from Mr. M. G. McCune, Treasury Department of the United States Coast Guard, Erie, Pennsylvania:

**TREASURE DEPARTMENT**  
**United States Coast Guard**  
**Erie, Penna.**

Gentlemen:

In spite of the fact that we have some very stiff wind here at times, which whips most plants to death, and our only soil is that which we have trucked in to cover the sand, every plant is growing.

Truehedge Columnberry makes a very attractive and serviceable hedge and has improved our grounds immensely.

Yours very truly,

(Signed) M. G. McCune

### The Ready-Made Hedge (Nature Sheared)

Of inestimable value is the fact that *Immediate Effect Hedges* are obtained almost from the day Columnberry is planted, and the 9 inch size is just as perfect a spire as the 24 inch size. It rapidly attains mature size, an all important characteristic.

Unsurpassed beauty is had when Truehedge is allowed to develop naturally by Mother Nature, untainted and unchanged by human hands.

The picture below presents one main branch 18 inches long showing the fascinating branchlet character of Truehedge. Ten or more branchlets are usually thickly studded along such a main stem, all stiffly vertical and densely set with foliage. This is part of the secret of Columnberry's superb density estimated to be triple that of common Japanese Barberry.

Why work and spend and wait three or four years for hedge effect with other hedge types? Truehedge is much cheaper in the long run.

Read the following letter from Mr. Skoglund, director of Parks at St. Joseph, Missouri:

July 13, 1935.

Introducers of  
Truehedge Columnberry  
Gentlemen:

In reply to your letter will say that the Berberis erecta plants ordered by a local hotel were at my recommendation. They wanted a hedge to tie in with formal box wood in tubs to be used as a decorative screen on a terrace. Having seen your new hedge plant at the St. Louis Flower Show, I was confident it would meet the requirements.

The hotel management is very well pleased with the results and to the casual visitor, the hedge is the same material as the box wood trees.

Very truly yours,  
W. L. Skoglund  
Superintendent





## Truehedge Columnberry Espalier and Tree Shapes

Columbus did the unbelievable when he crossed the Atlantic. And it's just about as hard to believe that Japanese Barberry can be grown as espaliers and trees but here is proof in the form of an actual photograph of the Truehedge Columnberry type, twice trimmed, over a three week period, from 3 year plants in our Nursery rows. The tree or standard form is 30 inches tall.

Here is the answer to the gardener's prayer for a hardy, satisfactory plant that will thrive in difficult positions—one that can be easily kept trimmed to a thickness of only 6 to 8 inches and grow flat against a wall to hide its ugly bare exposure, or in a narrow spot between the walk or drive, and a building.

### What Others Say

September 3, 1935.

FARRELL, PA.

My 220 Truehedge planted last June are ALL growing and are now a beautiful perfect hedge. J. D.

CLEVELAND, OHIO

The Columnberry are ALL growing, (all erect). We are well satisfied. Mrs. B. A. H.

FROM MINNESOTA

Our Columnberry are O. K. and ALL growing nicely. W. I. M.

CITY OF SYRACUSE

Department of Parks

Gentlemen:

We purchased a quantity of Truehedge Columnberry late last Spring and used it in formal work in several of our down-town parks, and find that in spite of the lateness of planting and the adverse growing conditions, that all of the plants show a very good growth.

It would appear that you have developed a very fine plant from the standpoint of neat appearance, good foliage and color, and low maintenance cost, and we will not hesitate to use more as the need arises.

Yours very truly,  
(Signed) Paul A. Wells,  
City Forester.

Note—Mr. Wells used over 1000 Truehedge and as he states above, "all show a very good growth." Evidently none died. Truehedge transplants readily.

Mr. E. J. Vollmayer of St. John's University, Toledo, Ohio, says:  
"ALL of the plants are growing and satisfactory in every way."

### Truehedge Columnberry Trimmed Once

LESS THAN FIVE MINUTES trimming created each of these specimens from untrimmed plants. Great beauty of form as illustrated in these trimmed specimens is longed for and sought after by plant lovers everywhere. The trend is decidedly to the formal. No other plant has the possibilities of Truehedge to satisfy completely this eager longing. The following is a letter from Professor Donald Wyman of the Department of Horticulture, Cornell University:

October 3, 1935.

My dear Sirs:

We are very much enthused about the Truehedge Columnberry which you sent us last spring. They have grown vigorously during the summer and are everything that should be expected from what your advertisements say concerning these plants.

We expect that as these plants grow older, they will make a perfect hedge which will need little, if any, trimming.

Of course, their growth another year would help us to be in a better position to say more about them but from this first year's growth, they are splendid columnar, upright growing plants which certainly should be used a great deal in hedge work.

Very truly yours,  
DONALD WYMAN.

WHO would not thrill at  
Creating Such Beauty?



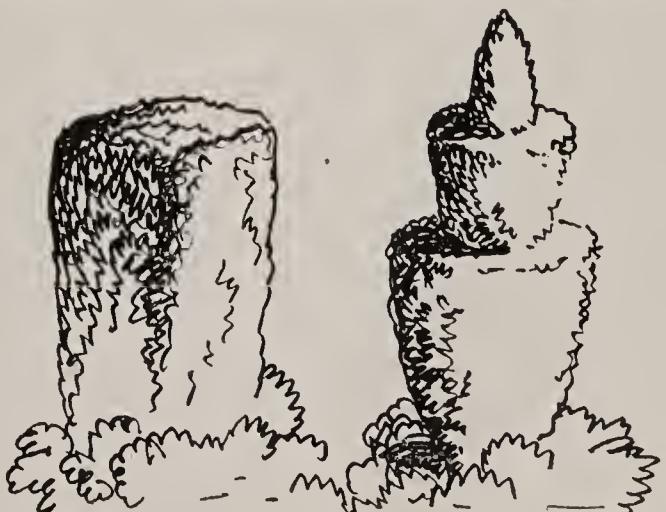
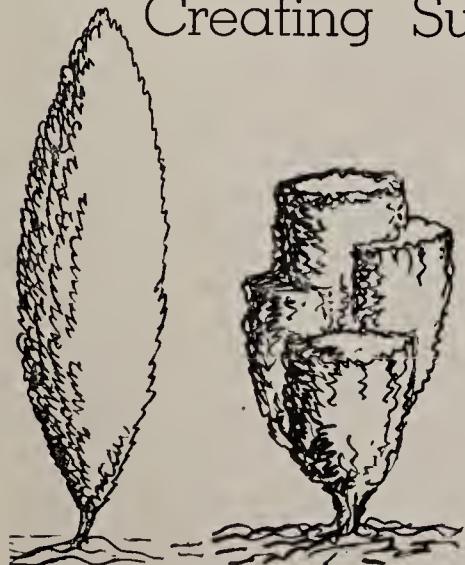
### COMING GARDEN STYLE

TRUEHEDGE COLUMNBERRY comes into the market just in time to fall in with the new very general tendency towards formal gardening, with its demand for single specimens as well as for complete landscape design.

A revival of English and Colonial effects, calling for the fantastic clipped shapes the artist has sketched here is well established in every section of the country. Many gardeners want to experiment in clipping their own totem poles and topiary designs.

Columnberry is all that has been needed to cause this style to sweep the country in the same overwhelming way accomplished by the Rock Garden Craze.

Columnberry is naturally so formal and dense that interested plantmen can easily develop these artistic shapes by slight infrequent clipping and training over a one to two year period.



Publishers of  
THE AMERICAN HOME  
COUNTRY LIFE

COUNTRY LIFE-AMERICAN HOME CORPORATION  
GARDEN CITY, NEW YORK

July 23, 1934.

Introducers of  
Truehedge Columnberry

My dear Sirs:

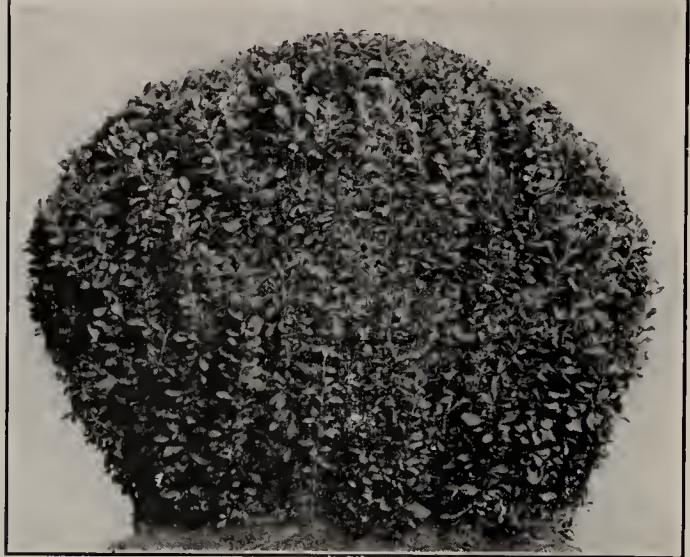
I was very much thrilled at the sight of seeing your new Pyramidal Barberry on display during the Nurserymen's Convention at the Hotel New Yorker last week. It looks as though it is one of those plants that will sweep the country very quickly. The original type is far from being an ideal hedge plant because of its sprawling, spreading habit. This new upright variant has wonderful possibilities for formal hedges and will surely be a welcome acquisition to practical plant material.

Yours faithfully,

*Leonard Barron*

Leonard Barron  
Horticultural Editor

LB:R



"Half Moon" made from three (3) consecutive plants in a row of Truehedge Columnberry. Five (5) minutes trimming did the trick. Many years would have been required to make this with any other plant.

A Reference letter from a leading Authority

MR. LEONARD BARRON, one of the country's leading authorities on horticultural subjects, is Horticultural Editor of Country Life and of The American Home, and is especially well qualified to judge.

NEW REDUCED PRICES FOR SPRING 1936

Substantially lower prices for this season place Truehedge within the reach of everyone.

We repeat here again that it is less expensive in the long run because of the lack of upkeep, and we have proven conclusively that Columnberry is actually lower in price than the cheapest, most common hedge procurable. Furthermore, Truehedge is only a portion of the price of those aristocratic plants such as Boxwood that approximate it in value and beauty but not in vigor.

PLANTING—Use same methods as for other hedges. For Immediate Hedge Perfection—Space 8 to 12 inches apart depending on size ordered.

For Ultimate Hedge Perfection—Space about 12 inches apart.

WHOLESALE PRICE LIST

Size	Per 10	Per 100	Per 1000
9 to 12"	\$1.60	\$12.50	\$110.00
12 to 15"	2.00	17.00	150.00
15 to 18"	2.75	22.50	200.00
18 to 24"	3.25	27.50	250.00
24 to 30"	3.75	32.50	300.00
30 to 36"	5.00	40.00	.....

5 to 25 are sold at the 10 rate; 25 to 250 at the 100 rate; 250 or more at the 1000 rate. (Packing additional)

RETAIL PRICE LIST

Size	Each	Per 5	Per 25	Per 100
9 to 12"	.30	\$1.25	\$5.00	\$18.50
12 to 15"	.40	1.60	6.75	25.00
15 to 18"	.50	2.00	8.75	32.50
18 to 24"	.60	2.50	11.25	40.00
24 to 30"	.70	3.00	13.75	50.00
30 to 36"	1.00	4.25	18.75	70.00

These are the Established Minimum Prices at which Truehedge is to be sold during the current season.

*The COLE NURSERY Company*

Painesville, Ohio

: :

Introducers of Truehedge Columnberry

: :

Established 1881